

DC
SUSTAINABLE ENERGY
UTILITY



FY 2013 Preliminary Results and FY 2014 Updates

Advisory Board Meeting

March 18, 2014



DCSEU.COM

FY 2013 Preliminary Results

- Higher energy savings
 - 100% higher electricity savings
 - 900% higher natural gas savings
- More projects completed
 - 140 C&I projects
 - > 300,000 measures installed

FY 2013 Preliminary Results

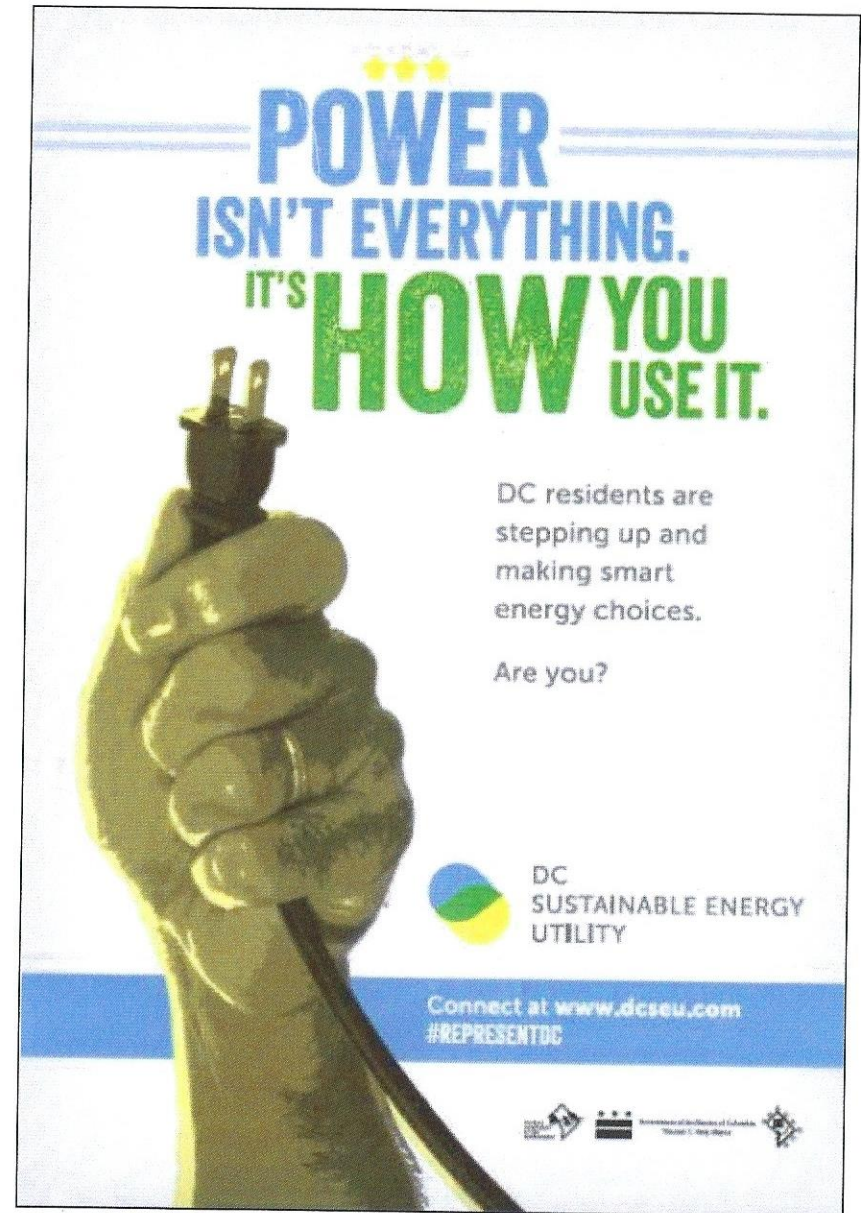
- ▶ 30% decrease in Admin costs in FY13
- ▶ 400 District residents from every Ward worked in support of DCSEU projects
- ▶ \$4.6 million spent with CBEs

DCSEU Recognition

- ▶ 40+ earned media mentions in FY14
 - *Washington Post*, *the Express*, *Hill Rag*, WTOP
- ▶ Highest website traffic since DCSEU launch
 - 100% improvement over FY 2013
- ▶ Doubled social media engagement in 1 year
- ▶ Successful DC Green Schools Challenge mentorship
 - 30% savings at Langley!
 - Anacostia High School wins \$10,000!

NEW Brand Campaign

- ▶ Launched March 1
 - Advertising in newspapers and online
 - New program marketing materials
 - Outdoor advertising in available PSA space
 - Bus shelters
 - Exterior bus advertising



Opportunities for Board Engagement

- Identifying opportunities to leverage outside funding
 - Foundations
 - PJM
- Developing a formula to estimate green jobs and workforce development strategy

Join Us!



POWER LUNCH

WITH
DC
SUSTAINABLE ENERGY
UTILITY

FOOD TRUCKS | PRIZES

COLD DRINKS | MUSIC

April 25, 11am-3pm

COME HUNGRY, LEAVE ENERGY SMART

Take **M** to the Half Street Fairgrounds
at the Navy Yard Metro Station.

www.DCSEU.com/PowerLunch

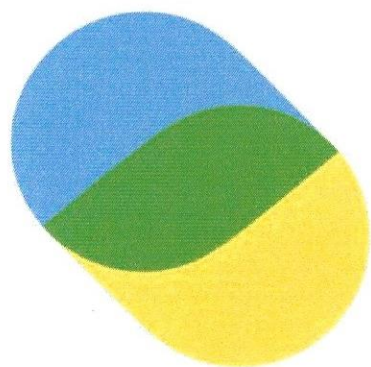
#REPRESENTDC

Logos for WMATA, DDOE, DDOT, Capital Riverfront, and Zipcar are also present.

- In partnership with WMATA, DDOE, DDOT, Capital Riverfront, & Zipcar
- www.dcseu.com/powerlunch

Thank you for your continued support

- 3 year anniversary March 24th



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